



WANTED



New Mexican Artisan Entrepreneurs



- Are you earning a little (or a lot) by making and selling handmade merchandise?
- Does your micro, small, medium or large business make jewelry, ceramics, glass, textiles, leather, or metal to wear, give, or decorate the home?
- Are you interested in growing your business and your profits?
- If so, we have an opportunity for you.

JOIN US :

Artisan Business Enhancement Workshop

Join us at one of seven **free** statewide workshops focused on helping artisan businesses to **grow** and **prosper**. You will learn to **identify** your most **productive customer prospects** and prepare to **sell to them**. We'll also review **current trends** in the product marketplace. And you'll have a chance to speak one-on-one with **business trainers** and experienced **product developers** about your business and your product.

Remember, information is the most valuable raw material there is. The ABE workshops are a good source of high quality raw material.



For more info contact Webb Johnson: 505.843.9006
Images courtesy www.WESSTArtisans.com

We're coming to a community near you in September:

- Sat. 17th** – Tucumcari Convention Center
Kim Andrews, (505) 461-1694
- Sun. 18th** – Santa Fe Sweeney Center
Phyllis Archuleta, (505) 955-6214
- Mon. 19th** – Española / San Juan Dome
Olivia Martinez, (505) 753-6956
- Wed. 21st** – Gallup Native Hands Coop
Carlton Jamon (505) 726-4390
- Fri. 23rd** – Silver City, Besse Forward GRC/WNMU
Linda McArthur, (505) 538-6320
mcarthur@silvercity-business.com
- Sat. 24th** – Alamogordo Civic Center
Ed Carr, (505) 434-5882
- Mon. 26th** – Albuquerque South Valley Incubator
Sherri Olsen, (505) 768-4257

If you're bringing product for display, hall opens at 7:30am; all sessions begin at 8:30am and wrap-up after lunch at 1pm. There is no fee to participate.

How to get involved:

1. Please call your community contact to RSVP for the workshop in your community.
2. Get a survey form from your community contact or access it online at the Artisan section of www.NextGenClusters.net.
3. Prepare a sampling of your product and promotional materials to bring to the meeting. We would love to keep a copy of your promo materials and a few photos of your work in a file with your survey.
4. Spread the word about these workshops.

Artisan Business Enhancement Workshop

Agenda:

Presenter:

NextGen's mission is to create a higher standard of living in New Mexico by nurturing an entrepreneurial environment powered by human creativity. New Mexico is well known for the quality of its fine art; however, there is substantial economic development potential to create jobs within the artisan business sector. The assembly of technical assistance, market development and other resources around commercially viable artisan products can convert cottage enterprise into a substantial job and wealth creation engine for New Mexico, with special emphasis on rural counties, where need and opportunity are likely to be the greatest.

WESST Corp. is a statewide non-profit economic development organization. The organization has offices in five cities across New Mexico and provides training, technical assistance and loan funds to entrepreneurs. Since 1998, WESST Corp clients have started more than 1,830 businesses, accessed more than \$1.7 million in loan capital and created more than 2,800 jobs.